

# Insurance Digital Experience 2022

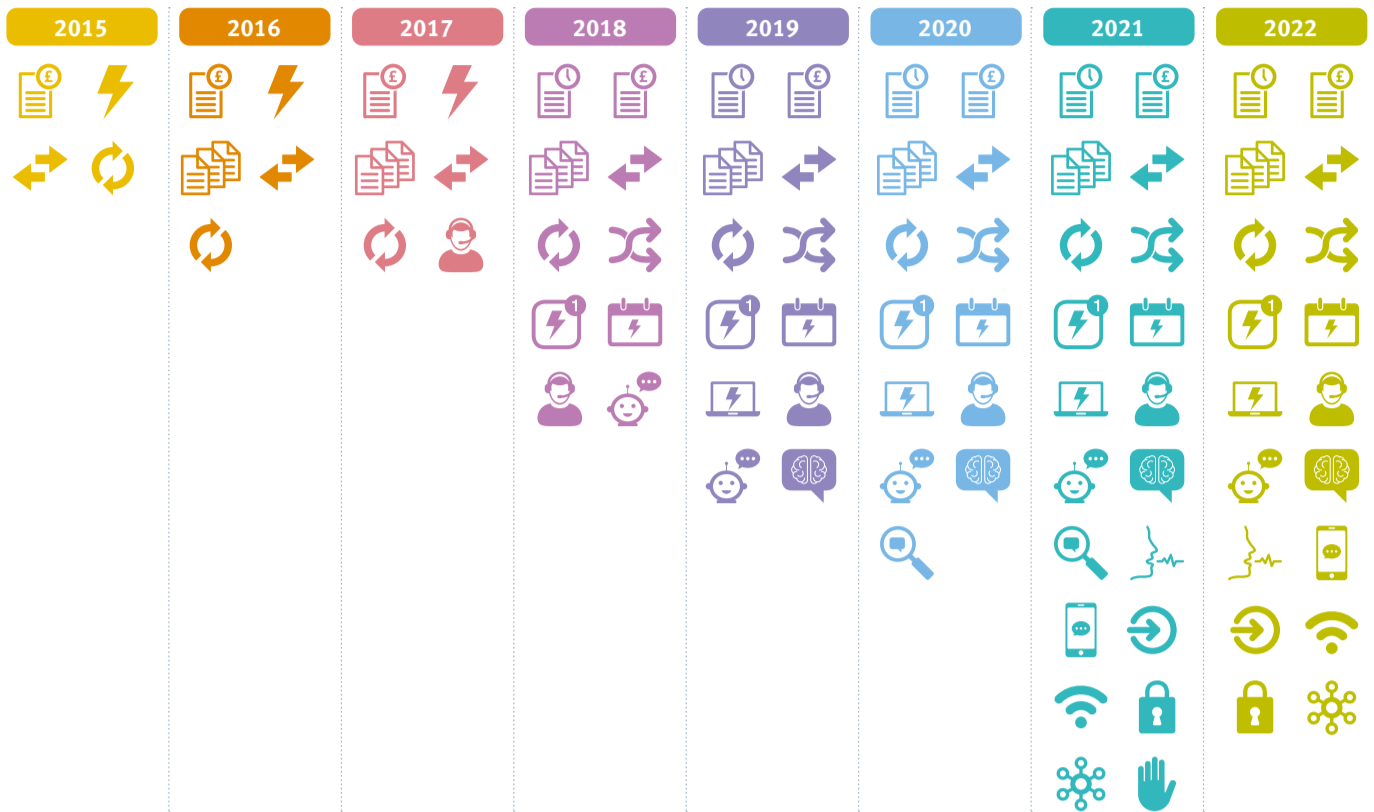
DigitalBar is a specialist benchmarking service that monitors, ranks and promotes digital excellence in the insurance sector.

Since 2015, the research has tracked digital capabilities across the insurance sector, covering 250 insurers. In that time, insurance digital propositions have evolved as the sector responds to increasing customer demands whilst also keeping pace with broader digital initiatives in other industries.

For a free 7 day trial:

[digital-bar.co.uk](https://digital-bar.co.uk)

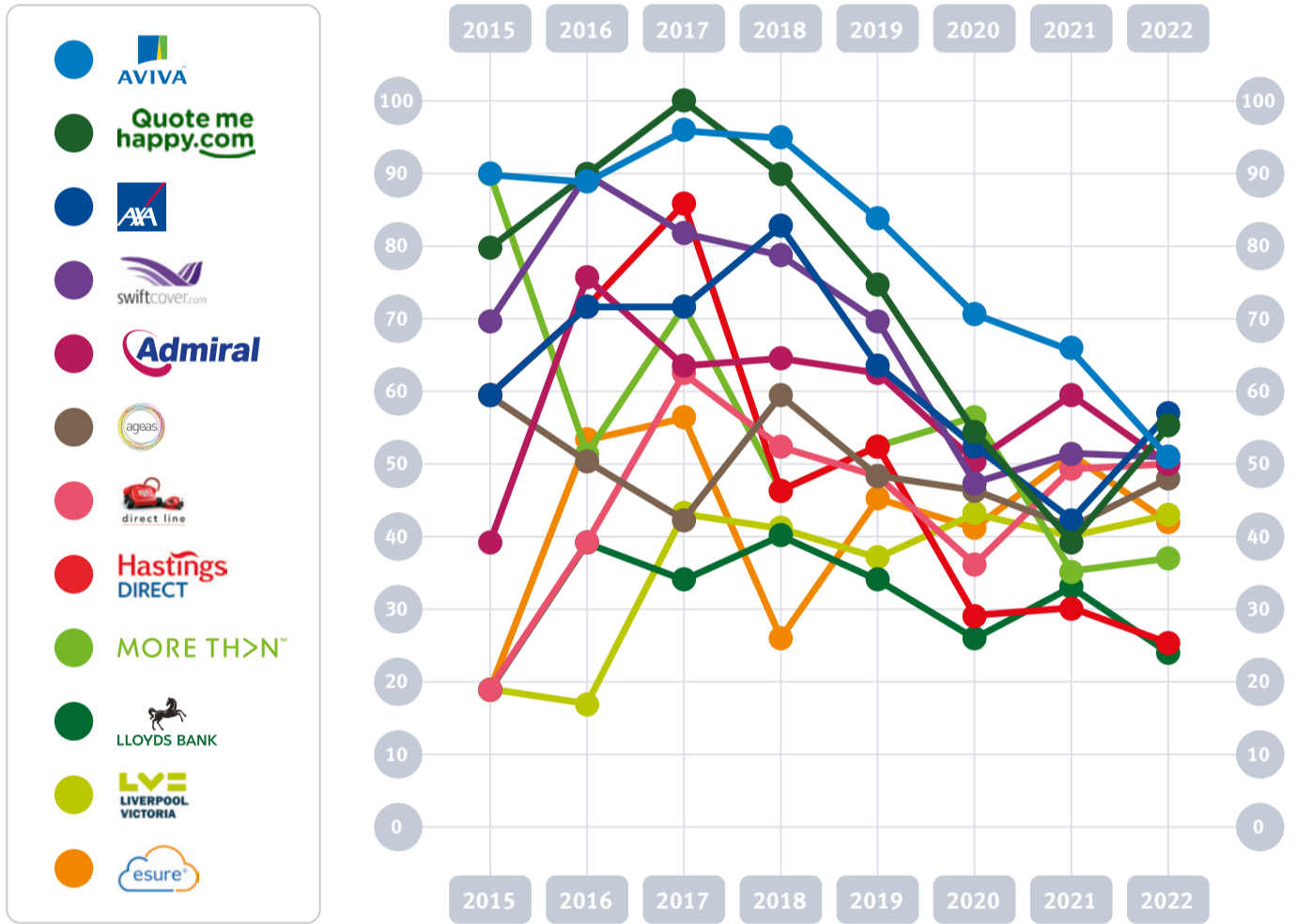
A look at how Digital Capabilities have evolved from 2015 to 2022:



Quick Quote	Quote & Buy	Online Documents	Online MTAs	Renewal – straight through	Renewal – with changes	Claim Notification	Claim Tracking	Claim Digital Technology	Webchat Human
Webchat Bot	Smart FAQs	Searchable FAQs	Voice Assistant	Messaging App Integration	Login with Google, Meta, Amazon	Telematics	Connected Car/Home Security	Multi-Product	Claim Prevention

What progress have the largest Home Insurance brands made over the past 8 years?

DigitalBar benchmarks 250 insurers across 8 product lines, 18 digital capabilities and has assessed over 7500 user journeys over the past decade.



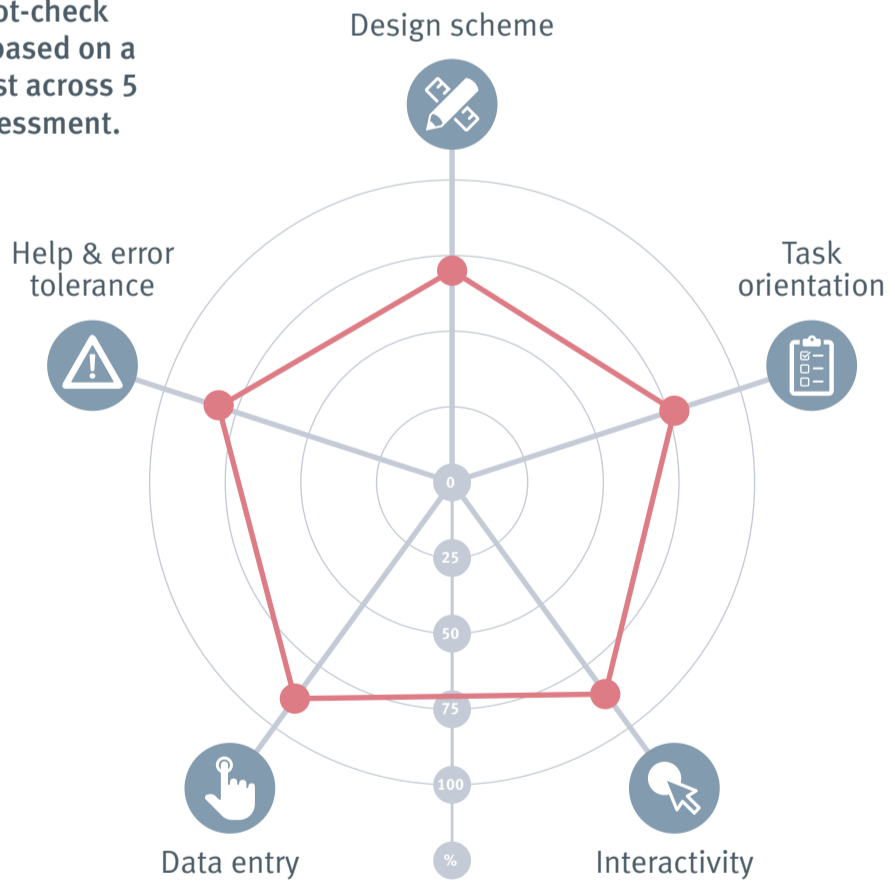
New for 2022! Usability reviews

In 2022, we also introduce spot-check Usability reviews. Scores are based on a 50-point best practice checklist across 5 test criteria plus a judge's assessment.

New for 2022!

Usability test criteria:

- Design scheme
- Task orientation
- Data entry
- Interactivity
- Help & tolerance



## 2022 research results powered by DigitalBar

<b>Home:</b>  1. Locket 2. AXA 3. Quote me happy.com	<b>Car:</b>  1. AVIVA 2= direct line 3. Quote me happy.com GA GENERAL ACCIDENT
<b>Pet:</b>  1. Waggel 2. ManyPets Pet Insurance 3. pdsa PET INSURANCE	<b>Cycle:</b>  1. LAKA 2. NOVA DIRECT 3. bikmo

DigitalBar is *the* benchmarking service for the insurance industry, provided by digital transformation experts Altus Consulting and Pancentric Digital.

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